

Dear Sir/ Madam,

On behalf of the Karachi School of Business & Leadership (KSBL), it is with great pleasure that we invite you to the grand event SiMERGE'17 where the most competent students from different universities will compete to test their mettle in four core business functions of Marketing, Finance, Supply Chain and Human Resource. This competition will take place on 3rd, 4<sup>th</sup> and 5<sup>th</sup> of March 2017 at Karachi School of Business & Leadership (KSBL).

In a dynamic world of both academics and business, simulations have become increasingly popular in the leading business schools of the world for their real world appeal, rigorous and excitement based learning. SiMERGE'17 is an ideal platform for the students' fraternity of Pakistan to embark on a unique adventure and experience the first of its kind simulation based competition.

This three day competition will feature participation of around 200 students from top universities of Pakistan and professionals from the industry. Corporate leaders will also be invited for guest speaker session and to act as judges during our case study competition module. SiMERGE'17 aims at introducing the participants to increasingly complex scenarios which one inevitably faces in a corporate or business setting, preparing them for a multi-faceted approach to strategic decision making. After attending the event we expect participants to take home the following key learnings:

- Professional business knowledge
- Help students understand the significance of systemizing the core functional areas of the organization; strategizing the respective plan of action and synchronizing activities from inception to end.
- Making students realize the importance of strategy and competitive analysis.

We look forward to see participation from your university at SiMERGE'17.

In this regards, we request you to please find our 'Marketing collateral (posters)' which have been delivered to you by post or in person and have them posted at a viewable area where students can get an exposure to our poster.

Registration and event details are available on our Facebook page. Please feel free to contact us in case of any query.

Website: <https://www.ksbl.edu.pk/SiMERGE>

Facebook: <https://www.facebook.com/KSBLSiMERGE>

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Regards,

SiMERGE Team